

Radio Advertising

Offering Reach, Relevance, Engagement, Trust and with it the opportunity to shift from interruption to engagement, our radio stations have been proven as the best in the respective regions according to the Ipsos Report of 2019. Our Radio ads range from brief ad spots for few seconds (30 sec – 60 sec) to several minutes (infomercials), talk shows and product skits among others.



today's hit music



ETOP 99.4 FM
Radio
A I C A N A A T E K E R



Sema Yote



RADIO
RUPINY
95.7 FM, Lira-98.1 FM
Wun Wan Wan Wun



01.0 FM Fort Portal 04.3 FM Kabale 100.2 FM Masaka 05.2 FM Kampala



X FM Rate Card

FY 2020/21

Frequency: 94.8 FM Kampala.

XFM exclusively broadcasts in English on 94.8FM in Kampala targeting 18-35 year old English speaking urban youth.

The station delivers a blended mix of hit music and outstanding radio personalities.

Its appeal cuts across both male and female audiences.



Spot Message Cost				
Time	30 Sec	45 Sec	60 Sec	
1:00am - 6:00am	14,337	17,204	27,240	
6:00am - 10:00am	70,800	88,500	103,840	
10:00am - 1:00pm	70,800	82,600	103,840	
1:00pm - 3:00pm	59,000	76,700	94,400	
3:00pm - 7:00pm	70,800	82,600	103,840	
7:00pm - 10:00pm	70,800	82,600	103,840	
10:00pm - 1:00am	59,000	76,700	94,400	
Run of Station	59,000	70,800	112,100	
Presenter Mentions (of not more than 45 seconds):			60,000	
Commercial Production:			400,000	
Customized Airtime				
15 Minutes			590,000	
30 Minutes			1,500,000	
Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec				
Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon - Fri	25,000		2,000,000
Sponsorship Cost				
Daily 3 hour Block				10,620,000
Daily 1 hour Block				7,500,000
Weekly 3 hour Block				7,080,000
Weekly 1 hour Block				4,130,000
Segment Sponsorship				3,540,000
Main News Bulletin Adjacency				8,260,000
Business News Adjacency				5,310,000
News Summary Adjacency				5,900,000
News Roundup Adjacency				4,720,000
Facebook				50,000 per post
Twitter				50,000 per day tweet
Rates inclusive of VAT at 18%				



Bukedde FM Rate Card

FY 2020/21

Frequency: Kampala 100.5 FM, 106.8 FM in Masaka and 96.6 FM Mbarara.

Bukedde FM broadcasts in Luganda offering its listeners a blend of entertainment and information ranging from current news, educative programs, and talk shows with a very dynamic and experienced team of presenters.

The station enjoys a strong symbiotic relationship with the audiences of the Bukedde newspaper and television.

Wide reach in Kampala extending to areas of Masaka, Lyantonde, Mubende, Nakasongola and Mbarara



Spot Message Cost				
Time	30 Sec	45 Sec	60 Sec	
1:00am - 6:00am	15,000	18,000	25,000	
6:00am - 10:00am	70,800	88,500	112,100	
10:00am - 1:00pm	59,000	76,700	94,400	
1:00pm - 3:00pm	59,000	76,700	94,400	
3:00pm - 7:00pm	70,800	88,500	94,400	
7:00pm - 10:00pm	70,800	88,500	112,100	
10:00pm - 1:00am	47,200	59,000	76,700	
Run of Station	59,000	70,800	112,100	
Presenter Mentions (of not more than 45 seconds:			60,000	
Commercial Production:			400,000	
Commercial Translations: per 50 words @			50,000	
Customized Airtime				
15 Minutes			900,000	
30 Minutes			1,500,000	
1 Hour			2,500,000	
Live Link			500,000	
Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec				
Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon - Fri	25,000	500,000	2,000,000
Sponsorship Cost				
Daily 3 hour Block			8,850,000	
Daily 1 hour Block			5,310,000	
Weekly 3 hour Block			7,080,000	
Weekly 1 hour Block			4,130,000	
Segment Sponsorship			4,130,000	
Main News Bulletin Adjacency			7,080,000	
Business News Adjacency			3,540,000	
News Summary Adjacency			4,720,000	
News Roundup Adjacency			4,720,000	
Facebook			50,000 per post	
Twitter			50,000 per day tweet	
Rates inclusive of VAT at 18%				



Frequency: 100.2 FM Mbarara, 94.3 FM Kabale, 106.6 FM Masaka, 95.2 FM Kampala, 91.0 FM Fort Portal

This is western Uganda's number one Radio Station, a position it has maintained over the past 15 years. It offers regional news, music & entertainment and keeps the listeners connected to their heritage and culture.

The station covers the districts of Ankole, Kigezi and Toro sub-regions and has additional frequencies reaching audiences in Masaka, Kampala and Nakasongola - giving Radio West almost national reach.

46% of 1,600,000 radio consumers in Ankole Sub – region and has a strong symbiotic relationship with TV West



Radio West Rate Card

FY 2020/21

Spot Message Cost				
Time	30 Sec	45 Sec	60 Sec	
1:00am - 6:00am	14,337	17,204	27,240	
6:00am - 10:00am	82,600	106,200	129,800	
10:00am - 1:00pm	70,800	82,600	118,000	
1:00pm - 3:00pm	70,800	82,600	118,000	
3:00pm - 7:00pm	82,600	106,200	129,800	
7:00pm - 10:00pm	82,600	106,200	129,800	
10:00pm - 1:00am	70,800	82,600	118,000	
Run of Station	59,000	70,000	112,100	
Presenter Mentions (of not more than 45 seconds):			60,000	
Commercial Production:			400,000	
Commercial Translations: per 50 words @			50,000	
Customized Airtime				
15 Minutes			1,200,000	
30 Minutes			2,000,000	
1 Hour			3,000,000	
Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec				
Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon - Fri	25,000	500,000	2,000,000
Sponsorship Cost				
Daily 3 hour Block			12,620,000	
Daily 1 hour Block			7,500,000	
Weekly 3 hour Block			8,850,000	
Weekly 1 hour Block			5,310,000	
Segment Sponsorship			5,500,000	
Main News Bulletin Adjacency			9,500,000	
Business News Adjacency			6,000,000	
News Summary Adjacency			5,900,000	
News Roundup Adjacency			5,500,000	
Facebook			50,000 per post	
Twitter			50,000 per day tweet	
Rates inclusive of VAT at 18%				



Etop Radio Rate Card

FY 2020/21

Frequency: 99.4 FM in all areas of Teso Region
 Etop Radio Based in Soroti - Eastern Uganda is the number one radio station in Teso targeting Ateso speaking Ugandans.

The station's footprint covers Teso region extending as far as Karamoja and some parts of Bugwere, Busoga and Bugisu.

Commands the highest proportion of listeners in Soroti

Reach:
 50% of 1,100,000 of radio consumers in Teso region.



Spot Message Cost				
Time	30 Sec	45 Sec	60 Sec	
1:00am - 6:00am	15,930	23,395	30,264	
6:00am - 10:00am	56,640	76,700	94,400	
10:00am - 1:00pm	56,640	77,290	94,400	
1:00pm - 3:00pm	46,020	69,030	87,438	
3:00pm - 7:00pm	46,020	69,030	94,400	
7:00pm - 10:00pm	56,640	76,700	94,400	
10:00pm - 1:00am	46,020	69,030	87,438	
Run of Station	46,020	9,030	87,438	
Presenter Mentions (of not more than 45 seconds):			60,000	
Commercial Production:			400,000	
Commercial Translations: per 50 words @			50,000	
Customized Airtime				
15 Minutes			900,000	
30 Minutes			1,500,000	
1 Hour			2,500,000	
Line Link			500,000	
Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec				
Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon - Fri	25,000	500,000	2,000,000
Sponsorship Cost				
Daily 3 hour Block			7,900,000	
Daily 1 hour Block			4,130,000	
Weekly 3 hour Block			4,248,000	
Weekly 1 hour Block			3,000,000	
Segment Sponsorship			3,000,000	
Main News Bulletin Adjacency			7,080,000	
Business News Adjacency			4,956,000	
News Summary Adjacency			3,248,000	
News Roundup Adjacency			3,540,000	
Facebook			50,000 per post	
Twitter			50,000 per day tweet	
Rates inclusive of VAT at 18%				



Radio Rupiny Rate Card

FY 2020/21

Frequency: 95.7 FM in Gulu and Lira.

Radio Rupiny is a popular vernacular station amongst the Luo speaking audience mainly residing in northern Uganda. The station's footprint covers Gulu, Kitgum, Lira, Adjumani and surrounding Districts.

The program format is simple, fun and interactive with 21% of 736,400 radio consumers in Acholi region, Rupiny FM has got the highest listenership in Gulu District.



Spot Message Cost			
Time	30 Sec	45 Sec	60 Sec
1:00am - 6:00am	15,930	23,395	30,264
6:00am - 10:00am	56,640	76,700	94,400
10:00am - 1:00pm	56,640	77,290	94,400
1:00pm - 3:00pm	46,020	69,030	87,438
3:00pm - 7:00pm	46,020	69,030	94,400
7:00pm - 10:00pm	56,640	76,700	94,400
10:00pm - 1:00am	46,020	69,030	87,438
Run of Station	46,020	9,030	87,438

Presenter Mentions (of not more than 45 seconds):	60,000
Commercial Production:	400,000
Commercial Translations: per 50 words @	50,000

Customized Airtime	
15 Minutes	900,000
30 Minutes	1,500,000
1 Hour	2,500,000
Line Link	500,000

Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec

Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon - Fri	25,000	500,000	2,000,000

Sponsorship Cost	
Daily 3 hour Block	7,900,000
Daily 1 hour Block	4,130,000
Weekly 3 hour Block	4,248,000
Weekly 1 hour Block	3,000,000
Segment Sponsorship	3,000,000
Main News Bulletin Adjacency	7,080,000
Business News Adjacency	4,956,000
News Summary Adjacency	3,248,000
News Roundup Adjacency	3,540,000

Facebook	50,000 per post
Twitter	50,000 per day tweet

Rates inclusive of VAT at 18%



Arua One Rate Card

FY 2020/21

Frequency: 88.7 FM in all areas of listenership

This is the leading multilingual local infotainment station in the West Nile region that broadcasts mainly in Lugbara, Swahili and English languages.

The station covers the districts of Arua, Nebbi, Yumbe, Moyo, Adjumani, Packwach, Koboko, and some parts of Eastern DRC and South Sudan.

Arua One is currently the most preferred and listened radio station in West Nile. 29% of 1,600,000 radio reach our listeners of West Nile.



Spot Message Cost				
Time	30 Sec	45 Sec	60 Sec	
1:00am - 6:00am	15,930	23,395	30,264	
6:00am - 10:00am	56,640	76,700	94,400	
10:00am - 1:00pm	56,640	77,290	94,400	
1:00pm - 3:00pm	46,020	69,030	87,438	
3:00pm - 7:00pm	46,020	69,030	94,400	
7:00pm - 10:00pm	56,640	76,700	94,400	
10:00pm - 1:00am	46,020	69,030	87,438	
Run of Station	46,020	9,030	87,438	
Presenter Mentions (of not more than 45 seconds): 60,000				
Commercial Production: 400,000				
Commercial Translations: per 50 words @ 50,000				
Customized Airtime				
15 Minutes				900,000
30 Minutes				1,500,000
1 Hour				2,500,000
Line Link				500,000
Classified (Bonanza) Advertising - Maximum Commercial Length 15 Sec				
Package	Days	Unit Cost	Weekly Cost	Monthly Cost
4 Spots Daily	Mon - Fri	25,000	500,000	2,000,000
Sponsorship Cost				
Daily 3 hour Block				7,900,000
Daily 1 hour Block				4,130,000
Weekly 3 hour Block				4,248,000
Weekly 1 hour Block				3,000,000
Segment Sponsorship				3,000,000
Main News Bulletin Adjacency				7,080,000
Business News Adjacency				4,956,000
News Summary Adjacency				3,248,000
News Roundup Adjacency				3,540,000
Facebook				50,000 per post
Twitter				50,000 per day tweet
Rates inclusive of VAT at 18%				